

Issue one
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apple

gyaru
edition
GAL style



HIME

AGEJO

GANGURO

ROKKU

gyaru!

short guide to gal style

Gyaru Sub-Cultures

1. Amekaji gyaru

2. Agejo gal

3. Hime gyaru

4. Himekaji gyaru

5. Tsyome gyaru

6. Banba

7. Haady gal

8. Ganguro

9. Rokku



Gal Circle (2006)



Hime Gyaru

'Hime' means princess which is exactly what this subset of gal is. It focuses on being princess-like.



top brands:

Angelic Pretty

Liz Lisa

Princess Melody

Style Characteristics

- Large and curly hair

- Long decorated nails

- Pink and white color palette



- classical makeup with soft features, lots of pink & thin eyebrows

- lots of lace & bows

- hair accessories such as bows, tiaras, etc



AGEJO EVARU



Agejo is typically seen in older gals due to its mature style



Close up of agejo eye makeup



Style Characteristics

- Big intricate hairstyles, long curls
- thick eyeliner with large lashes
- mainly black and pink
- lingerie is often used in outfits like corsets, garters & stockings and fancy bras
- short dresses & skirts and form fitting clothes



MA*RS is a staple agejo brand

GET WILD & BE SEXY

✿ GANGURO

Ganguro is a broad Gyarū substyle and was prominent around 2000. It is one of the first true substyles of Gyarū



Style Characteristics

- Dark tans
- White makeup on lips, nose & eyes
- bleach blonde hair
- stickers on face, bright colorful accessories such as beaded bracelets or large keychains
- brightly colored and patterned clothes
- Long decorated nails



It is believed that the surfacing of Ganguro style was a form of rebellion against traditional Japanese society and its many constraints. Ganguro was a very vivid attempt at individuality, self-expression and freedom. Ganguro girls were often perceived as being unhygienic and promiscuous, although this was more of a stereotype and often not applicable to most ganguro.

'Ganguro' is not a commonly used term nowadays, But the style inspired several offshoots; such as yamanba, manba, banba, which are still frequently seen styles. Ganguro was a vivid attempt at self expression & individuality.



Hot
PINK
SUMMER





ROKKU GYARU



Rokku Gyarū is a noticeably different substyle of Gyarū. It is a rock based style with aspects of visual kei and uses dark colors, primarily black. It is also one of the styles that do not need a tan.

style characteristics:

- dark eyemakeup with heavy eyeliner or smokey eyes
- dark lipsticks
- crosses, chokers, studs, leather, and ripped clothing



Gyaru Brands



- ALBA ROSA
- goa
- JESUS DIAMANTE
- Lip Service
- Liz Lisa
- Angelic pretty
- MA*RS
- Dollywink
- Ank Rouge
- Bless tokyo
- D.I.A



d.i.a.





*thank you
for reading*

